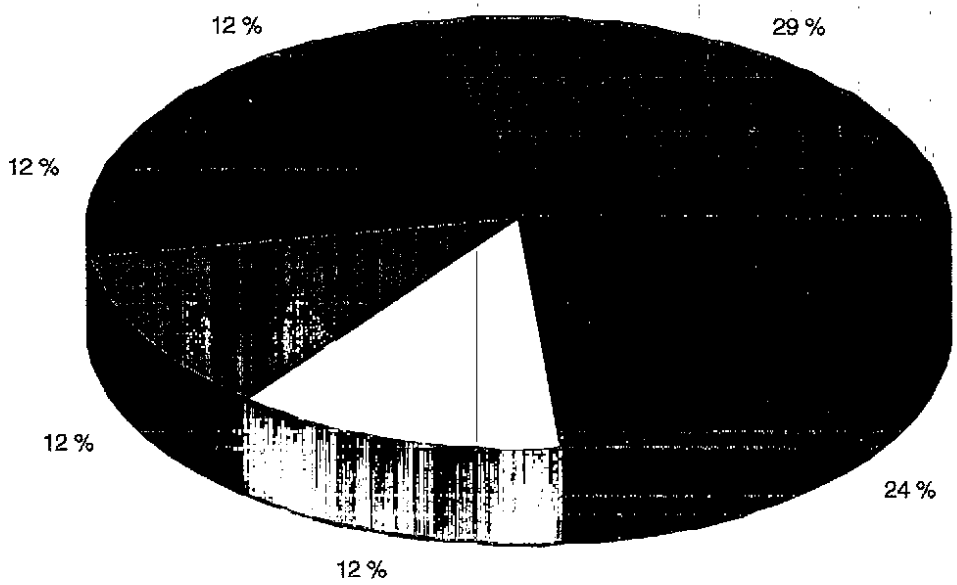
Brand Level Inter-Brand Switching

Out-Switching - Top All Brands



Marlboro
Carlton
Capri
Virginia Slims
Now
Other

All Values 12MM
Brand Switching Contribution

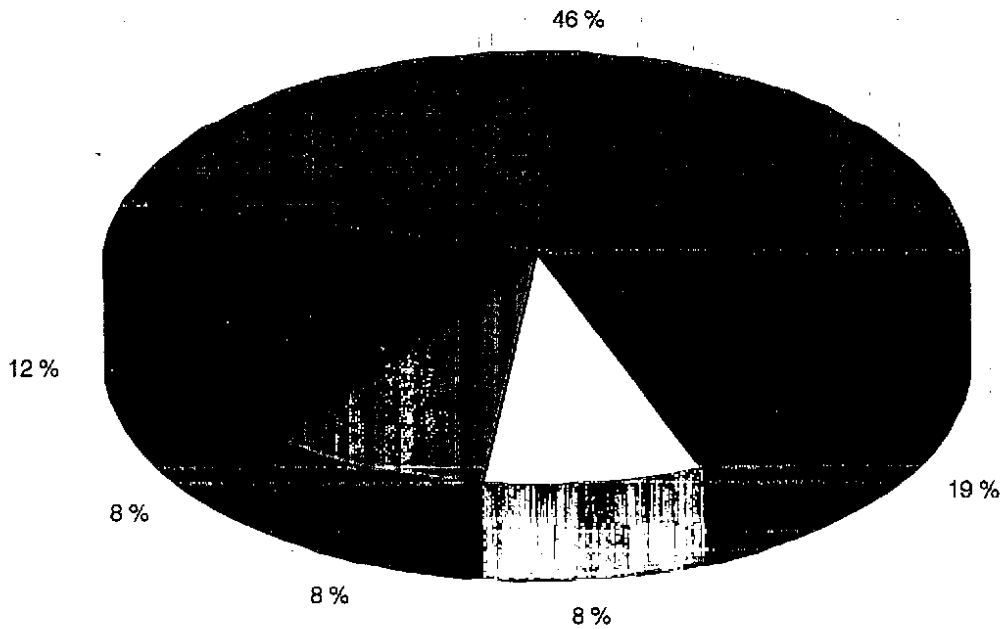
Consumer Tracking
Consumer Tracking-Monthly as of JAN 1996

2072402559

Source: https://www.industrydocuments.ucsf.edu/docs/jtpm0004

Brand Level Inter-Brand Switching

In-Switching - Top All Brands



Marlboro
Other/Unknown
Camel
Now
Winston
Other

All Values 12MM
Brand Switching Contribution

Consumer Tracking
Consumer Tracking-Monthly as of JAN 1996

2072402560

Source: https://www.industrydocuments.ucsf.edu/docs/jtpm0004